



Create To Get Closer

**SUB-PROGRAM FOR MUNICIPALITIES
and ASSOCIATIONS
« For citizen engagement »
2025-2026**



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INTRODUCTION :

Creating Strong Bonds Between Official Language Communities Through CITIZEN ENGAGEMENT

The **"Create to Get Closer"** program, initiated by La Francoderole and partially funded by the Official Languages Directorate of the Department of Canadian Heritage, aims to visit 45 cities across Canada's 13 provinces and territories over a three-year period.

Program Objectives:

- **Citizen Engagement of Children:**

Involve children from official language communities (both Anglophone and Francophone) in the creation of collective, permanent murals in the visited cities to demonstrate their civic engagement.

- **Community Awareness:**

Raise awareness among majority communities about the importance of official language minority communities (OLMCs) in the development and engagement of their cities, regions, and the country as a whole. This includes Francophones outside Quebec and Anglophones in Quebec.

- **Linguistic Cooperation:**

Create murals symbolizing cooperation between the two linguistic communities, decorating public spaces to reach the entire population.

Collaboration with Municipalities and Institutions:

- **Partnerships:**

Collaborate with municipalities, cultural institutions, and schools to enhance the impact and visibility of the program.



- **Funding:**

The program is partially funded by the Official Languages Directorate and other affiliated organizations, with additional contributions from municipalities and associations to acquire the final artworks. The goal is to make activities accessible to children from diverse cultural communities, ensuring that financial participation does not hinder event participation.

Sub-Program for Municipalities and Associations:

Objective:

Create murals that bring together children from both linguistic communities, both within schools and in extracurricular settings (festivals, family events).

- **Ownership of the Works:**

The murals belong to the municipalities, reinforcing their commitment and role in supporting linguistic communities.

Conclusion

By closely collaborating with municipalities, the **"Create To Get Closer"** program aims to highlight the importance of OLMCs and foster active civic engagement among children from linguistic communities. This not only enhances the beauty of public spaces but also promotes awareness and cooperation between different communities across Canada.



Jean-Pierre Arcand
Artistic Director
Create to Get Closer Program





A Wonderful Gift for Municipalities

La Francoderole's unique expertise in organizing activities and supervising children is unparalleled in Canada

With over 30 years of experience, our team has overseen more than 2,700 collective projects, engaging over 253,900 young people across Canada and the United States. According to the President of the Global Mural organization, La Francoderole possesses a globally unique expertise: we are the only ones capable of involving hundreds—even thousands—of children in the creation of large-scale collective murals within record timeframes.

In 2007, we decorated the ceremonial hall for the Opening Ceremony of the XII Francophonie Summit in Quebec City, attended by 68 Heads of State, the Secretary-General of the United Nations, the Governor General of Canada, and over 2,000 dignitaries. The following year, the Organisation internationale de la Francophonie (OIF) awarded us the prize for the best project in Francophone identity-building.

Since 2017, we have brought this expertise to the national level through the **National Mural of Canada's Children**, a project designed to strengthen young people's sense of belonging. Today, our mission has expanded to foster community connections, celebrate diversity, and promote inclusion.

As part of the **Create To Get Closer** program, we visit a maximum of 1 to 5 cities per province, only once per tour. In this regard, the very fact that your municipality or association has been contacted already represents an exceptional opportunity.

Extremely Limited Availability

During our national tour, only 15 municipalities across 4 or 5 provinces have the opportunity to host us each year. As a result, spots are extremely limited.





We Are All Partners in the Project

Our Commitment: More Than Just Service Providers

We are not merely service providers, but committed philanthropic partners. Our activities are **turnkey**, tailored to the needs of each city, and include age-specific schedules, safe installation, and all essential materials.

We work to reduce costs for municipalities and associations by building partnerships, while also supervising all participating children to ensure outstanding results. Our goal is to make the organization process as simple as possible for everyone involved.

Municipal responsibilities are significantly reduced thanks to the resources we provide. Before registering, we invite you to review **“Requested Collaborations”** on page 10 and **“What Is Expected from Municipalities and Associations”** on page 12.





A Two-Part Project

When a municipality or association hosts us, it must participate in both components of the program—partial participation is not possible. Our goal is to engage 4,600 young people per year, which represents 160 to 320 children per municipality, including 60 to 160 children from each linguistic community.

Our involvement in each community lasts between 1.5 and 3 days, for a total of 4 to 5 days per municipality. The municipal program includes two communities per city—one anglophone and one francophone—typically bringing together 220 to 320 children. We work primarily with schools, but also with parent associations or federations when needed.

Part 1: Participation of Children of All Ages Customized Participation and Community Themes

We create a personalized schedule based on participants' ages and group organization. In schools, it is structured around class groups. For special events, a schedule is provided to parents.

The activity unfolds in two stages:

1. **Creation of the Environmental Background** – Children incorporate elements characteristic of their region (landscapes, natural environment) to create the scenic background of the mural.
2. **Participation of the YOUNG AMBASSADORS** – Selected from among 10- to 14-year-olds for their artistic talent, discipline, and autonomy, these children develop themes that represent their community, which are then integrated into the mural.

The number of **YOUNG AMBASSADORS** is determined based on the total number of participants. A kit titled *How to Choose the Young Ambassadors* is provided to organizers.

Part 2: Public Exhibition of the Final Work

The second component involves the permanent installation of the mural in a publicly accessible location, such as the town hall, arena, or library. We encourage municipalities or associations to organize a vernissage or unveiling event to celebrate this achievement.





PRIORITY FOR 2025-2026: Communities in the Western Provinces

For 2025-2026, priority will be given to communities in Manitoba, Saskatchewan, Alberta, and British Columbia, with some cities in Ontario also included in the program.

If a province does not meet its participation quotas, we will extend our reach to municipalities in neighboring provinces. Each province is visited only once, with no possibility of rescheduling.

A municipality that declines the offer will lose its spot permanently, which will then be immediately assigned to another municipality. Some institutions have waited up to 19 years to benefit from our visit. Our activities are rare and cover a vast territory.

IMPORTANT NOTICE REGARDING CANCELLATIONS OR POSTPONEMENTS

When a municipality or association expresses serious interest, we send them a letter of intent and commitment to be signed within 48 hours (business days). Without this signature, registration for the program is not validated.

Upon receipt, we begin the process of involving both a Francophone and an Anglophone school. The participation of both linguistic communities is essential to be eligible for funding. If one community is absent, we make efforts to recruit children outside the school system (e.g., parent associations) in order not to penalize the participants already committed.

Once the partners are confirmed, a contract kit is sent to the municipality, with a 10-business-day deadline to propose modifications. After this period, if no response is received, the kit is considered accepted. Schools and associations also receive a letter of intent to be signed within 48 hours and a contract kit to be returned within 10 days.

The financial contribution from municipalities or associations covers 11% of organizational costs, including reserving dates. This amount allows for rescheduling without charge in the case of force majeure (storms, fires, breakdowns, pandemics). However, cancellations due to school administrative decisions (change of mind, strikes, union pressure, etc.) incur fees, which are the responsibility of the affected schools, not the partner municipalities or associations.





Summary of Objectives

Creating Collective Works with Youth

The **Create To Get Closer** program pursues two main objectives:

1. **Creation of Collective Murals**
Involve children from both Anglophone and Francophone communities in the creation of a mural, with the aim of promoting civic engagement from a young age.
2. **Permanent Display of the Artwork**
Install the murals in public spaces to allow the entire community to discover and appreciate this artistic collaboration between the two linguistic communities.



Required Collaborations

Municipalities

The main role of the municipality or association is to acquire the final artworks, install them permanently in a publicly accessible location, and bear the costs associated with their acquisition, installation, and maintenance. If it chooses to donate the mural to an external organization, it must, at a minimum, ensure its temporary public display so that its name remains associated with the artwork.

Important Notice :

Our program does not fund the production of murals for schools. It is clearly stated that the artwork cannot be offered to a school or divided. The goal is to create a shared project visible to the entire population, representing the collaboration between the two linguistic communities, rather than limiting it to the school environment.

Schools already benefit free of charge from our workshops, expertise, and the public visibility of the works created by their students — a more extensive offer than existing school programs. For schools wishing to have their own mural, Canadian Heritage offers other suitable programs. Our initiative is exclusively directed towards municipalities and associations, without competing with programs designed for schools.

Schools

The participation of two schools — one Francophone and one Anglophone — is the simplest and most cost-effective option. They provide the locations (gymnasiums), groups of children (class groups), and basic materials (tables, chairs, trash bins).

This project highlights the role of schools in fostering civic engagement values and allows the municipality to see the tangible impact on the local youth.

The recreation departments or other events

The municipality can involve children through its recreation or cultural services, as long as the participation of both linguistic communities is ensured. However, the dates must align with our provincial tour schedule.

With 25 years of expertise, we offer a turnkey approach, without delegating tasks to external partners. Our goal is to ease the workload of municipal services, not complicate it.





MURALS

What Are They Made Of?

The murals created by the children from both linguistic communities typically consist of 4 to 6 panels, each measuring 4 x 8 feet, forming a final artwork that is 16 to 24 feet long and 8 feet high. Each community works on 2 to 3 panels, and then, on the final day, delegations from both communities collaborate to complete the artwork.

ALUPANEL or DIBOND

Alupanel or Dibond are brushed aluminum composite panels, with a thickness ranging from 1/8 to 1/4 inch (3 to 5 mm), offering great versatility. Fire-resistant, they can be installed both indoors and outdoors. Pre-treated with a water-based primer-sealer, they facilitate paint adhesion. Their main drawback is the need to find a local supplier and place an order in advance. We often transport them with us. Murals created on this material can last for decades outdoors and virtually indefinitely indoors, making it an ideal choice.

PLYWOOD (Wood)

An alternative is sanded plywood, smooth on at least one side. For outdoor use, a thickness of at least 1/2 inch is recommended, with a water-based exterior varnish, although boat varnish is preferable. For indoor use, 3/8 inch panels are sufficient, with an acrylic varnish on the artwork surface. Less durable than aluminum composite outdoors (5 to 12 years), it can last for decades indoors.





What We Expect from the Municipality

If We Involve Two Schools

The option of involving two schools, one Anglophone and one Francophone, remains the best. We take care of contacting the schools and organizing the event, without requiring the municipality's involvement. As organizers, we must inform the schools about the municipality or association's participation and let them know that the final artworks will be displayed in a public space.

For this, we need three elements:

1. The signed letter of intent and commitment, confirming the reservation of a spot in the national tour and the commitment not to withdraw.
2. The name of the municipality's reference contact for this project, as schools often verify the city's participation with this person.
3. The city's logo, which we will use on the project's documents, school participation kits, and parent letters. It will be placed alongside ours and that of Canada.

It is important to emphasize that participation in this project represents a free cultural activity for the schools and is an honor. We expect respectful collaboration from them towards the municipality, our organization, and Canada. It is therefore essential to remind them of the origin of this initiative.





Requested Collaboration from Schools

If the activity takes place within the facilities of the participating schools

The schools' involvement is limited to providing their gymnasium for the two days of the event, transmitting their usual schedule and class lists to establish a customized timetable, and asking teachers to bring their groups at the designated time. Each session lasts between 25 and 50 minutes, depending on the children's age. A list of required materials (tables, chairs, etc.) will be provided.

The municipality has no responsibility in organizing the activity, as we handle all the logistics. The activity is "turnkey," which simplifies the teachers' work, unlike outdoor activities that require transportation of children by bus.

Once the municipality's participation is confirmed, we contact the schools to inform them of the dates and send them the letter of intent and commitment, followed by the participation contract kit, including the group schedule and list of required materials. The schools are thus made accountable.



If the Activity Takes Place Outside of Schools but with School Participation



If the activity takes place outside of the schools (e.g., community center, arena), the students' travel time must be taken into account, and the schedule adjusted accordingly. If bus transportation is necessary, participation will be limited to 3 or 4 groups. If students can walk to the location, the number of participants remains the same as in a school setting.

We do not manage transportation logistics. If a school wishes to participate but refuses to cover the transportation costs, an agreement must be made between the municipality or association and the schools.

If the project is part of a special event.

When the activity is part of a special event organized by the city or an association, the municipality or association's involvement is more significant, as we collaborate directly with the recreation or cultural services. The municipality must provide the venue, the children, and the necessary materials (tables, chairs, etc.), as well as a person responsible for the organization. It is essential that the activity fits into our tour itinerary.





How Much Does It Cost?

Program Contribution

Our organization covers all initial promotion and registration costs for municipalities, communities, and partner associations, as well as the planning costs for the tours and the purchase of necessary materials (except for the panels for the murals and the sealing primer). We also cover the costs for the young ambassadors' uniforms, transportation or delivery of materials, staff transport, and accommodation expenses, including weekends.

The contribution of the municipality or association

The participation of your municipality or association is part of a national tour covering 4 to 5 provinces, with only 15 municipalities or regions each year. We visit each locality only once.

Our budget is global and distributed equally among the cities, based on distances, material costs, and the duration of stays per province. The total cost per city or region is **\$15,190, 89% (\$13,450)** of which is financed by our program. The municipality contributes **11% (\$1,740)**.

In addition to this contribution, the municipality must cover the cost of the panels used as the base for the mural. These costs vary depending on the dimensions and materials chosen. See the following tables for more details.



COMPARISON TABLES

The contribution of the municipality or association varies depending on the materials chosen for the mural panels. Here are the most popular and recommended options, used by the majority of municipalities:

	Create To Get Closer Program	Municipality's basic counterpart	Municipality's counterpart for the mural +	Municipality's counterpart for the mural +	Municipality's counterpart for the mural +
			16' x 8' Plywood ½ inch with varnish	16' x 8' ALUPANEL 1/8 inch with varnish	16' x 8' ALUPANEL ¼ inch with varnish
Fixed costs	\$ 13 450	\$ 1 740*	\$ 1 740	\$ 1 740	\$ 1 740
Materials			\$ 520	\$ 850	\$ 1 230
TOTAL :	\$ 13 450	\$ 1 740*	\$ 2 260	\$ 2 590	\$ 2 970

The following tables also provide other size and varnish options.
The most popular and recommended options are always
highlighted in yellow.



INDOOR MURALS

Plywood	Thickness	Size	Size	Primer-Sealer + Preparation and transport	Water-based polyurethane- acrylic varnish (optional)
Wood planed on one side	3/8 inch	16 x 8 feet (4 units)	24 x 8 feet (6 units)		
	\$ 60,00 unit	\$ 240,00	\$ 360,00	\$ 120,00	\$ 45,00
Alupanel	Épaisseur 1/8 pouces	Grandeur 16 x8 pieds	Grandeur 24 x 8 pieds	Apprêt scellant	
	\$ 150,00 unité	\$ 600,00	\$ 900,00	\$ 165,00	\$ 45,00

Cost of materials for an indoor mural on plywood:

16 x 8 pieds sans vernis = \$ 405,00

16 x 8 pieds avec vernis = \$ 450,00

24 x 8 pieds sans vernis = \$ 570,00

24 x 8 pieds avec vernis = \$ 615,00

Costs of support materials for an indoor mural on Alupanel 1/8 inch:

16 x 8 feet without varnish = \$780.00

16 x 8 feet with varnish = \$850.00 (recommended)

24 x 8 feet without varnish = \$1,100.00

24 x 8 feet with varnish = \$1,160.00 (recommended)

For indoor murals, it is not necessary to use ½-inch thick plywood, although ½-inch is more recommended because it is less fragile, less likely to get damaged during transport, and its finish (planed side) is more aesthetically pleasing. The varnish is optional and serves two main purposes: it protects the mural, making it easier to clean, and gives it a more lustrous finish that enhances the colors. If you need to take a photo, it's better to take it before applying the varnish.



OUTDOOR MURALS

Plywood Wood planed on one side	Thickness 1/2 inch		Size 16 x 8 feet (4 units)		Size 14 x 8 feet (6 units)		Primer- Sealer, preparation , and transport		Exterior varnish (recommen- ded)
	\$ 80,00 unit		\$ 320,00		\$ 480,00		\$ 140,00		\$ 60,00
Alupanel	Thickness 1/8 inch	Thickness ¼ inch	Size 16 x8 feet (4 units) 1/8 po	Size 16 x8 feet (4 units) ¼ po	Size 24 x 8 feet (6 units) 1/8 po	Size 24 x 8 feet (6 units) ¼ po	Primer- Sealer Galvanized	Primer- Sealer Industrial (Pitt- Tech)	Varnish (optional)
	\$ 155,00 unit	\$ 250,00 Unit	\$ 620,00	\$ 1000	\$ 930,00	\$ 1500	\$ 170,00	\$ 140	\$ 60,00

Cost of support materials for an outdoor mural on plywood:

16 x 8 feet without varnish = \$460

16 x 8 feet with varnish = \$520 (recommended)

24 x 8 feet without varnish = \$680

24 x 8 feet with varnish = \$720



Cost of support materials for an outdoor mural on Alupanel:

ALUPANEL 1/8 inch thickness	ALUPANEL 1/4 inch thickness
16 x 8 feet without varnish = \$780 to \$835	16 x 8 feet without varnish = \$1,160 to \$1,215
16 x 8 feet with varnish = \$850 to \$895	16 x 8 feet with varnish = \$1,230 to \$1,275
24 x 8 feet without varnish = \$1,100 to \$1,145	24 x 8 feet without varnish = \$1,670 to \$1,715
24 x 8 feet with varnish = \$1,160 to \$1,205	24 x 8 feet with varnish = \$1,730 to \$1,865

For outdoor murals, it is necessary to use plywood that is at least ½ inch thick, although it is also highly recommended for interior murals. Marine varnish is recommended for murals on plywood, although an exterior oil-based or water-based varnish can also work. The varnish serves two essential purposes: it protects the mural, making it easier to clean, and provides a glossy finish that enhances the colors. If you plan to take a photo, it's best to do so before applying the varnish.

For outdoor murals on Alupanel, we offer two thickness options. The 1/8 inch thickness is suitable if the mural is installed directly onto a flat wall, while the ¼ inch thickness is better recommended for murals exposed to wind, as it is more durable and heavier. Although 1/8 inch Alupanel murals can be screwed onto PVC panels or glued in addition to being screwed for better wind resistance, the ¼ inch thickness offers more stability.

There are two types of sealant primers: the "Galvanized" primer, which takes a little longer to dry but works well, and the industrial Pitt-Tech primer, which dries faster and is more durable. If you wish to apply a varnish, the recommended option is an exterior water-based acrylic varnish.

In summary

The material costs for your mural can range between \$405 and \$1,865, depending on three factors: 1) the size, 2) where you plan to hang it, and 3) how long you want it to last. The larger and more durable the mural, the higher the material costs will be.

However, the use of Alupanel is primarily to meet the fire department's requirements, which mandate that no more than 20% of interior and exterior wall spaces can be occupied by bulletin boards, frames, or other flammable materials (wood, plastics, etc.). If you have less than 20% occupied by flammable materials, it is not necessary to use Alupanel; plywood will suffice.



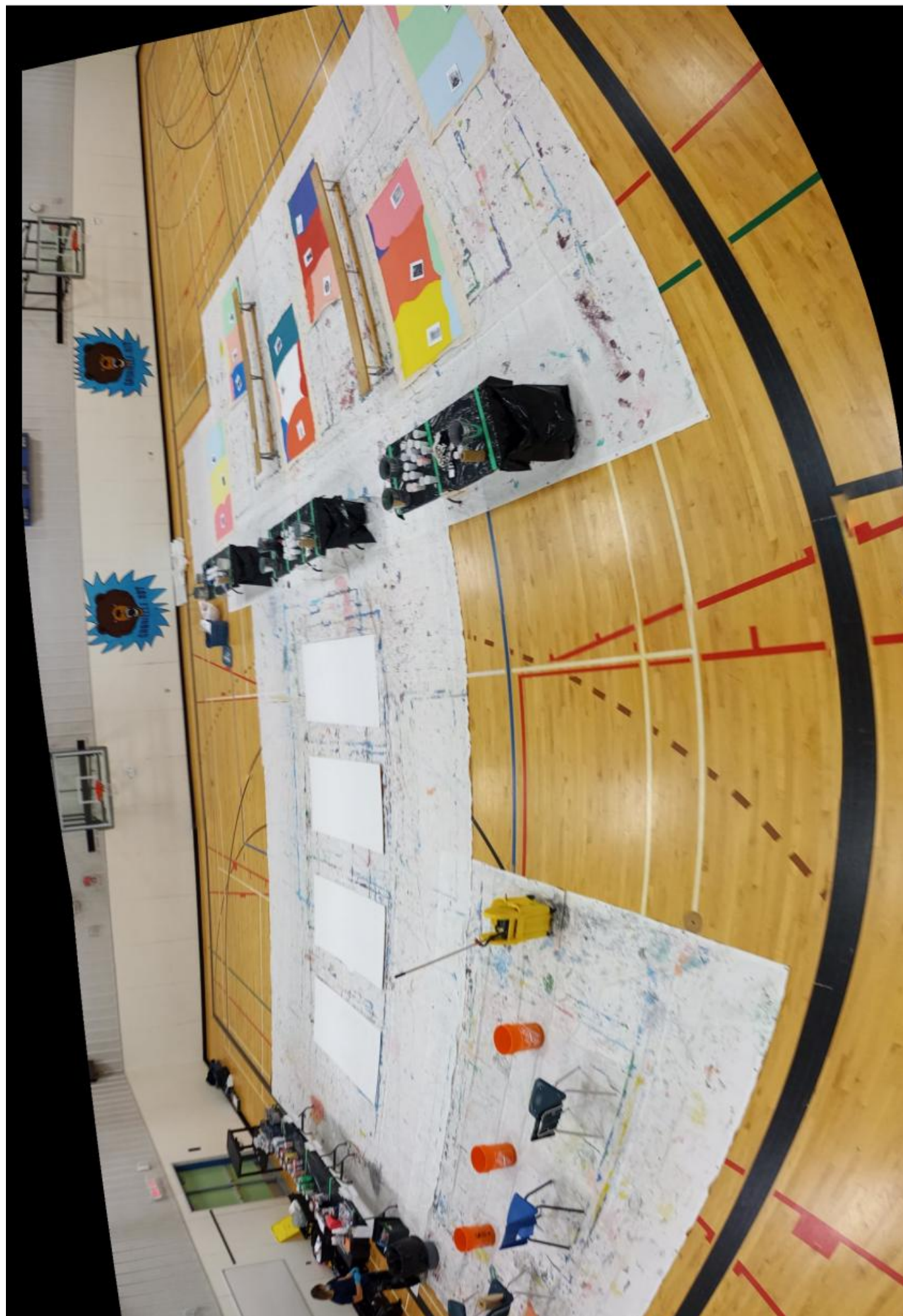
Indoor murals have a very long lifespan, regardless of the material used. Plywood murals, whether varnished or not, last between 20 to 40 years indoors. Outdoors, a plywood mural can last about 4 to 6 years if it's not varnished, but with varnish, it can last 12 to 20 years.

With Alupanel, murals can easily last 30 years both indoors and outdoors, whether varnished or not. However, it's clear that when varnished, the mural is better protected from the elements, and if it's thicker, it will be more resistant to wind.

Another consideration: depending on the accessibility of the venues in schools (large classrooms or gymnasiums), if transporting materials to the second or third floors is required, or if everything needs to be disassembled at the end of the day because the gymnasium is reserved in the evening and reassembled the following morning, additional handling costs may apply, typically \$60. According to the contract, if the municipality does not inform us of their material choice before the departure date for the tour, we will default to using ½ inch plywood with varnish, and a \$50 fee will be added.

We advise municipalities to set a budget in advance, and then we will offer them the most suitable options based on their needs and available budget.







CONCLUSION

The "**Create To Get Closer**" program is a participation model for municipalities and associations wishing to unite their communities, especially in remote and minority regions. We are reaching out to your municipality because it meets the necessary criteria to implement this project at a lower cost. Additionally, participating municipalities and associations have the opportunity to turn this activity into a fundraising event for a cause.

Our programs promote **YOUTH ENGAGEMENT** in their communities, enabling municipalities and associations to instill these values in the next generation. By expanding our activities, we aim to reach as many children and youth as possible through new local partnerships.

We sincerely hope for future collaboration and the participation of your children in this project. For any further information, please don't hesitate to contact us. We thank you for your interest in our initiative.

A handwritten signature in blue ink that reads "Jean-Pierre Arcand".

Jean-Pierre Arcand
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REFERENCES

We invite you to visit our FACEBOOK pages to see our previous achievements.

<https://www.facebook.com/profile.php?id=61568764817024>

https://www.facebook.com/profile.php?id=61568764817024&sk=photos_albums

https://www.facebook.com/muraleenfantscanada150/photos_albums

https://www.facebook.com/profile.php?id=100069958301105&sk=photos_albums



**PHOTOS OF PROJECTS COMPLETED WITH CHILDREND AGED 5 TO 14
YEARS OLD**





PHOTOS OF PROJECTS COMPLETED WITH TEENAGERS AGED 14 TO 17 YEARS OLD





